

**King County**  
Quit Line Data Summary  
April 1 - June 30, 2002

	<u>County</u>	<u>State</u>
<b>Number of Calls to Quit Line</b>	<b>N = 488</b>	<b>N = 3,421</b>
<b>Percent of Statewide Calls</b>	17.0%	100.0%
<b>Percent of State Population in County<sup>1</sup></b>	29.5%	100.0%
	<b>County %</b>	<b>State %</b>
<b>Gender</b>	<b>N = 475</b>	<b>N = 3,099</b>
Female	55.6%	62.9%
Male	44.4%	37.1%
<b>Race/Ethnicity</b>	<b>N = 415</b>	<b>N = 2,578</b>
People of Color	23.6%	13.7%
White	76.4%	86.3%
<b>Age</b>	<b>N = 369</b>	<b>N = 2,323</b>
Less than 18 years old	0.8%	2.1%
18 - 24 years old	17.6%	16.3%
25 - 34 years old	22.5%	22.2%
35 - 44 years old	27.1%	27.3%
45 years and older	32.0%	32.0%
<b>Education</b>	<b>N = 450</b>	<b>N = 2,679</b>
Did not graduate high school	12.4%	17.8%
High school graduate	26.2%	33.7%
Some college/vocational school	42.4%	37.4%
College graduate	18.9%	11.0%
<b>Caller Type</b>	<b>N = 461</b>	<b>N = 2,929</b>
General Information	5.6%	11.5%
Health care provider	4.6%	2.8%
Tobacco user	89.8%	85.6%
<b>Payer Type</b>	<b>N = 294</b>	<b>N = 1,951</b>
Insured	43.5%	40.6%
Uninsured	24.5%	22.7%
Medicaid	32.0%	36.6%
<b>Heard About</b>	<b>N = 396</b>	<b>N = 2,463</b>
Past caller	20.2%	17.0%
Employer/worksites	0.3%	1.3%
Health care provider	16.4%	17.6%
Television	24.2%	22.8%
Outdoor advertisement (billboard/bus/wall)	11.1%	4.7%
Targeted mailing	0.5%	2.6%
Great Start	0.0%	0.4%
Radio	1.0%	1.3%
Newspaper/Magazine	2.5%	2.2%
Brochure/Newsletter	5.3%	4.9%
Family or friend	15.4%	21.7%
Health Department	1.8%	2.9%
School	1.3%	0.5%